

The North American Food Marketplace

# USA PAVILION

MONTRÉAL



FOOD, BEVERAGE, WINE  
& SPIRITS EXHIBITION  
**In North America**

PALAIS DES CONGRÈS  
DE MONTRÉAL  
**March 28-30, 2007**

**USDA ENDORSED**

*Officially endorsed by the  
US Department of Agriculture*

*Organized by  
IMEX Management, Inc, Charlotte, NC  
Exhibitor Registration File 2007*



# U.S. FOOD EXPORTERS *meet your* **BIGGEST CUSTOMER**

**735 EXHIBITORS  
IN 2005 AT  
SIAL MONTRÉAL  
REPRESENTED  
THE FOLLOWING  
FOOD SECTORS**

*Frozen Products*

*Seafood*

*Dairy Products*

*Pet Foods*

*Fruit & Vegetables*

*Alcoholic  
& Non-alcoholic  
Beverages*

*Food Service Products*

*Meat Products*

*Confectionery,  
Breads & Pastries*

*National &  
Regional Pavilions*

*Organic, Health  
& Children's Foods*

*Grocery Products  
& Canned Foods*

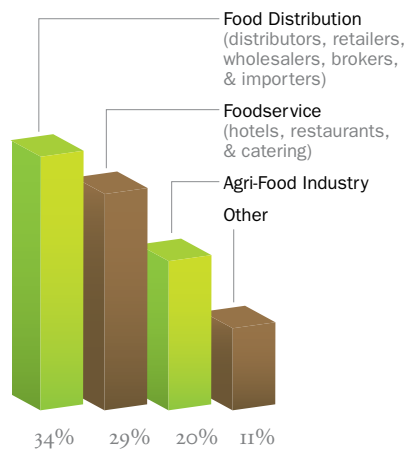
*Professional Services  
& Organizations*

As the #1 market for U.S. consumer food products, Canada is the ideal market to target U.S. food and agricultural exports with its close proximity, common language and similar culture. In 2005, total U.S. exports of agricultural products to Canada reached a record \$10.5 billion (more than two-thirds of total Canadian agricultural imports). Promote your products to buyers not only from Canada, but 80 other countries at this world-class gathering of food and beverage professionals in North America.

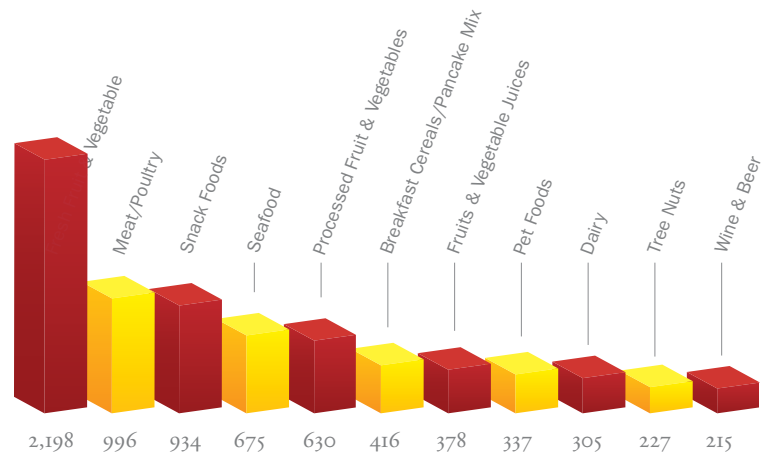
*Consumer-ready foods are the fastest growing segment  
accounting for 75% of imports (valued at almost \$8 billion).*

*The fastest growth categories include:*

*Meats, Fresh Fruit, Tree Nuts, Snack Foods, Breakfast Cereals & Mixes.*



**VISITOR PROFILE BREAKDOWN**  
14,132 Trade-only Professionals (2005)



**TOP US AGRI-FOOD EXPORTS TO CANADA (MILLIONS)**





*From the*  
**Embassy of the United States of America**  
**OTTAWA, CANADA**

Dear U.S. Food Industry Executive:

It is my pleasure to introduce you to SIAL Montréal, the only North American SIAL show. The show will be held March 28-30, 2007, in Montreal, Quebec. On behalf of the United States Department of Agriculture and the Foreign Agricultural Service, I would like to invite you to participate in the U.S. Pavilion at this show.

There are many reasons that this show is a great opportunity for the U.S. food and beverage exporters. Canada is the largest market for U.S. agricultural exports. In CY2005, U.S. agricultural exports to Canada reached a record \$10.6 billion. Our export product mix to Canada is very diverse, offering opportunities to just about every U.S. product category. *Canada is the top market for U.S. consumer food products, with steady growth over the past 10 years.* We see no reason why this growth will slow down anytime soon. Trade with Canada is facilitated by proximity, common culture, language, similar lifestyle pursuits, and the ease of travel among citizens for business or pleasure. *U.S. products have a competitive edge over goods from other countries since most enter duty free.*

SIAL Montréal is the perfect opportunity for you to introduce your product to the Canadian market and for you to become acquainted with the market. FAS staff will be there in full force to provide on-site assistance.

We hope to see you there.

Sincerely,

Gary C. Groves  
MINISTER-COUNSELOR  
FOR AGRICULTURAL AFFAIRS

OFFICIALLY ENDORSED BY  
*The U.S. Department of  
Agriculture's Foreign Agricultural  
Service, American Embassy,  
Washington, DC and the  
Office of Agricultural Affairs,  
American Embassy, Ottawa*

ORGANIZED BY  
*IMEX Management, Inc.,  
Charlotte, NC*

**Canada Office of  
Agricultural Affairs  
US Embassy - Ottawa**

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**US Department of Agriculture  
Foreign Agricultural Service  
Overseas Trade Support Group**

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**IMEX Management, Inc.**

**Kelly Wheatley**  
Vice President  
International Food  
& Beverage Shows  
kellyw@imexmgt.com  
704-365-0041  
704-365-8426 fax



# Official IMEX USA Pavilion at SIAL MONTRÉAL



## IMEX USA Pavilion Booth Package Fees

**Early Registration** . . . . . \$4,495/100 SF  
before November 1, 2006

**Standard Registration** . . . . . \$4,995/100 SF  
after November 1, 2006

**Corner Premium** . . . . . \$1,000/corner

### Exclusive Services & Amenities For All IMEX USA Pavilion Participants

Early Registration to exhibit in the IMEX USA Pavilion at SIAL Montréal must be made by November 1, 2006, by completing the USA Pavilion Booth Application and Contract Form, and returning the executed original contract with 50% deposit of the total booth cost to IMEX Management, Inc. Space, if available, after November 1, 2006, will be at the standard registration price.

**ACT NOW!** Booth allocation will be determined on a first come, first-served basis according to the order applications and deposits are received by IMEX Management.

For More Information Contact

**Kelly Wheatley**

IMEX Management, Inc.  
4525 Park Road, Suite B-103  
Charlotte, NC 28209 USA  
704-365-0041  
704-365-8426 fax  
kellyw@imexmgt.com

Participation in the official USDA-endorsed IMEX USA Pavilion at SIAL Montréal 2007 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity... your individual booth with a cost-effective, complete service package eliminating red tape, language barriers, communication lag-time and currency transfers.

### Exclusive Services & Amenities For All USA Pavilion Participants

- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Montréal
- Marketing support services from the USDA/Office of Agricultural Affairs in Ottawa including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Assistance with hotel accommodations and shipping
- One individual entry in official show catalog, website and IMEX USA Pavilion directory
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Pre-show promotion
- Daily booth cleaning

### Each Fully-Furnished 100 sf Booth Also Includes:

- Wall-to-wall carpeting
- 2 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- One copy of the SIAL Montréal 2007 Show Catalog
- 1 table & 2 chairs
- Lighting
- Wastebasket
- One electrical socket
- Back and side hard walls





*"Our experience at SIAL Montréal was very positive.*

*We made some very good contacts and have already received orders, in the first week, resulting from the show."*

JIM SKIFF — *US Soy*

*"The show was a major success for us and we made serious contacts.*

*Thank you again for a great show."*

MICHAEL LEHRER — *American Rice*

*"Thank you very much for your support and assistance at SIAL Montréal.*

*The show was a success for us, we came back with actual orders."*

FRANCISCO FONSECA — *Taylor Shellfish Co. Inc.*



# Additional Assistance for USA Pavilion Participants

*Made available through the state regional trade groups*

## BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive up to 50% cost reimbursement for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight.

## FOOD SHOW PLUS! SERVICES

Exhibitors at SIAL Montréal can register to participate in Food Show Plus! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition.

### Mid-America International Agri-Trade Council (MIATCO)

312-334-9200

312-334-9230 fax

[www.miatco.org](http://www.miatco.org)

#### Michelle Rogowski

Branded Program Manager

[mrogowsk@miatco.org](mailto:mrogowsk@miatco.org)

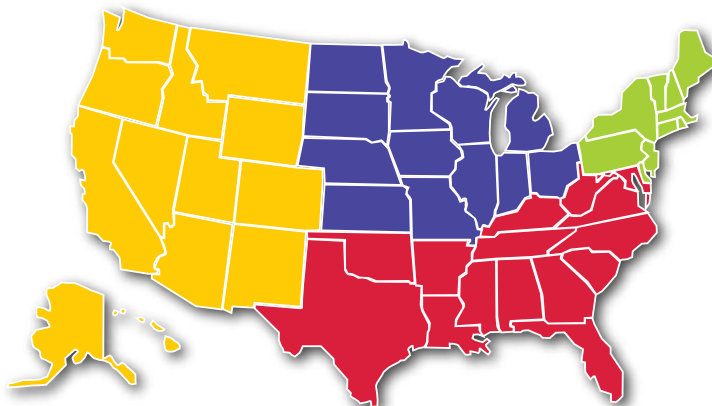
#### Teresa Miller

Generic Program Manager

[tmiller@miatco.org](mailto:tmiller@miatco.org)

## For More Information on the Branded Program or Food Show Plus! at SIAL Montréal...

*...contact your state regional trade group.*



### Western US Agricultural Trade Association (WUSATA)

360-693-3373

360-693-3464 fax

[www.wusata.org](http://www.wusata.org)

#### Alexa Hamilton

Branded Program Manager

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#### Janet Kenefsky

Generic Program Manager

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### Food Export USA - Northeast

215-829-9111

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[www.foodexportusa.org](http://www.foodexportusa.org)

#### Doug Resh

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#### Joy Canono

Generic Program Manager

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### Southern US Trade Association (SUSTA)

504-568-5986

504-568-6010 fax

[www.susta.org](http://www.susta.org)

#### Deneen Wiltz

Sr. Branded Program Coordinator

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Generic Program Manager

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[www.ImexMgt.com](http://www.ImexMgt.com)

### The USA Pavilion At SIAL Montréal Is Organized By IMEX Management, Inc.

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#### Contact

Kelly Wheatley

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### FOODEX JAPAN

March 13-16, 2007

Tokyo, Japan

32nd Edition



August 2007

Buenos Aires,

Argentina

6th Edition



May 10-12, 2007

Shanghai,

China

8th Edition



October 2008

Paris,

France

23rd Edition